

Global Marketing and Business Practices in Nigeria

Ogonu, Gibson Chituru

Department of Marketing,
Rivers State University,
Port Harcourt, Nigeria
gibsonogonu@gmail.com

Nwogu, Cecilia Ugochukwu

Department of Marketing,
Captain Elechi Amadi Polytechnic,
Port Harcourt, Nigeria

Abstract

Purpose: - *The purpose of this paper is to investigate the impact of global marketing on the business practices in Nigeria: A study of global marketing Companies in Nigeria*

Design/Methodology/Approach: - *Data collected from a randomly generated sample of 258 participants that produce a 63 percent response rate was tested with the Spearman's Rank Correlation Statistics.*

Findings:- *The study reveals that effective and proper manipulation of the global marketing mix elements of product, price, promotion and place can give the Nigerian global marketing involved a huge success in the global market place; activities of global marketing companies in Nigeria enhanced increased availability of goods and services; global marketing positively impact on Nigerian business practices, and finally global marketing positively impact on Nigeria's ability to market to almost all countries in the world.*

Research Limitation/Implications- *The outcome of the study cannot be generalized. As such more multi-sectoral as well as cross-cultural studies tested across larger data sets is equally required to enhance generalizability of findings.*

Keywords: *Business Practices, Global Companies, Global Marketing, Global Market Place*

1. Introduction

The world is becoming increasingly interdependent for its economic progress, with global trade of exchange of goods and services across natural borders. Terms such as “global village”, “world economy” and “global marketing” have become very fashionable. Marketing of goods and services as business activities on global scale can happen but often it is as a result of good and meticulous planning. Most are clearly planned, involving meticulous attention to global social and economic differences and/or similarities in product, price, promotion and distribution with extensive reach, the need for a firm's products or services is established Global marketing is a firm's ability to market to almost all countries in the world. This means that organizations have to study the market, develop product or services that satisfy customer needs and wants, develop the “correct” marketing mix and satisfy its own objectives as well as giving customer satisfaction on a continuing basic. The term globalization is more accurately describes a number of processes by which products, people, companies, money and information are able to move freely and quickly around the world unimpeded by natural borders or other territorial limitations (Morrison, 2006). The global marketing strategies entered on overseas production. Nigeria being one of the largest economies in Africa is endowed with numerous opportunities for global marketing business

activities to thrive considering its size, population over 167 million (NPC, 2006) and natural resources. In order to take advantage of global opportunities in Nigeria, every organization engages in international business needs an understanding of what is involved in “strategy” to achieve a success in the market place. Therefore, the study was initiated to appraise the impact of global marketing on the business activities in Nigeria to provide a basic for analysis and recommendations.

Literature Review

Global Marketing and Business Practices in Nigeria

The building block or base for global marketing is a proper and sound understanding of the marketing discipline. Based on this, few definitions of marketing are put below for proper understanding of the concept. Kotler (2009) defined marketing as a human activities directed at satisfying needs and wants through exchange process. Hollensen (2011) in his own contribution described marketing as consists of business activities that seek to anticipate demand, help in developing and making products/services available to the satisfaction of the consumers/users and at a profit to the organization. Also Kotler (2000) defined marketing as a social and managerial process in which individual and group obtain what they need and want through creating, offering, and exchanging products of values with each other. Therefore, global marketing is defined as the process in which the whole organization focuses on the selection and exploitation around the globe with the objective of achieving a global competitive advantage (Doole & Lowe, 1999). Hollensen (2011) sees global marketing as the firm’s commitment to coordinate its marketing activities across national boundaries in order to find and satisfy global customer needs than the competition. Basically global marketing consists of finding and satisfying global customer needs better than the competition and of coordinating marketing activities within the constraints of the global environment. However, Churchill & Peter (1998) described global marketing as using the same marketing strategy in all countries in which the company operates. A global marketing strategy involves the creation of a single strategy for a product, services or company for the entire global market. Global marketing requires meticulous planning in effective application of marketing principles aimed at providing consumer with need satisfying goods and services. The guiding concept in global marketing is need satisfaction.

Business on the other hand is a general term that encompasses all economic activities carried out by a firm or individual. Based on this, Onuoha (1991) defines business as a set of activities in which individuals working alone or in group try to produce and distribute the goods and services that are important to the comfort, happiness general well-being of people in particular and for the benefit of society in general. Business is generally regarded as human activities concerned with the production and distribution of goods and services in an economy (Etuk, 2009). Nickels, Mchugh & Mchugh (2005) defined business as any activities that seek to provide goods and services to others while operating at a profit. In the same vein Ferrel, Hirt and Ferrel (2009) described business activities as concern with any individuals or organized, try to earn a profit by providing products or services that satisfy people’s needs. It is concluded that business are the aggregate economic activities (buying, selling, marketing, renting, investing) of an organization or of the commercial and manufacturing sector of an economy for the purpose of making profit.

Global Marketing Mix Elements

The standard “Four P’s” of marketing: product, price, promotion and place, are all affected as a company moves through to become a global marketing company.

Product

A global marketing company is one that creates a single product for its global market and only have to change element for different markets for example, coca-cola. The product is very important and most crucial element in marketing because the purpose of marketing is to identify the needs and wants of the target markets and produce product or render service to satisfy them. Based on this Busch and Houston (1985) defined product as anything capable of satisfying a consumer need and want. Kotler (2009) also defined a product as anything that can be offered to a market for attention, acquisition or consumption. It includes physical goods, services, ideas, persons or places and organizations. in global marketing the product packaging in every country incorporates colour, texture, density, shape, contour, size form etc.

Price

In global markets, price will always vary from market to market. Price is a key marketing mix element and it is a major competitive weapon in the market place. Kotler, (2013) defined price as the money worth (to be) paid in exchange for a product (goods or services). Price is affected by many variables: cost of product development (produced locally or imported), cost of ingredients, cost of delivery (transportation, tariffs) etc. Additionally; the product's position in relation to the competition influences the ultimate profit margin. Thus, the operators of global marketing business in Nigeria can use pricing strategy to achieve its objectives. They can increase or decrease the price as the case may be to achieve the organizational objective globally.

Promotion

After product research, development and creation, promotion is generally the largest line item in a global company's marketing budget. At this stage of a firm's development, integrated marketing is the goal of the company. The global company seeks to reduce costs, minimize redundancies in personnel and work, maximize speed of implementation, and to speak with one voice if the goal of a global company is to send the same message worldwide, then delivering that message in a relevant, engaging and cost effective way is the challenge. Effective global promotion (advertising) techniques do exist. The key is testing advertising ideas using a marketing research system proven to provide a result that can be compared across countries of operations. The ability to identify which elements of advertising are contributing to that success is how economies of scale as minimized. Effective understand and application of these elements of global marketing is essential for the success of the global corporations in the market place.

Place

In marketing, the location of any business is very important to the marketing practitioners because somehow, it contributes immensely to the achievement of the marketing objective. In global marketing, location of the business adds value to needs satisfaction strategies. How the product is distributed is also a country-by-county decision influenced by how the competition is being offered to the target market. Placement decisions must be also consider the product's position in the market place. For example, a high- cost product or a promoted as the low-cost option should be distributed differently.

Benefits of Global Marketing

- Large economies of scale in production and distribution
- Lower marketing and operation costs etc.
- Consistency in brand image

- Uniformity of marketing practices
- Helps to establish relationship outside the home country
- Ability to leverage good ideas quickly effectively and efficiently.
- It gives power and large scope

Constraints of Global Marketing

- Difference consumer needs, wants and usage patterns for products may constitute a major problem to the global marketing companies
- Differences in competitive environment
- Differences in the legal/political environment
- Differences in administrative procedures
- Differences in product distribution/placement Differences in infrastructure development

Business Practices and Nigerian Economic Environment

A lot of researches have been carried out on the impact of the environment on various sectors of the Nigerian economy, but in a disaggregated manner. Each research normally takes a particular aspect of the environment and examines its impact on a sector of the economy. Eze and Ogiji (2013) considered the impact of Fiscal policy on manufacturing output of Nigerian companies. They showed a long term relationship between government expenditure on one hand and manufacturing output and capacity utilization on the other hand. The impact was positive and significant. Kwaghe (2011) pointed to the fact that power failure increases the cost of production of small and medium scale enterprises in Abuja, Nigeria. Adelegan (2011) looked at infrastructural deficiency and investment in the manufacturing firms in Nigeria (Gado and Nmadu (2011) similarly showed that electricity as an infrastructural resource significantly determines the performance of textile companies in the North West Zone of Nigeria. This research aggregates various environmental issues and assesses the impact of the aggregate on the performance of companies. The impact of the energy sector on the competitiveness of the Nigerian economy was underscored by Adenikinju (2008) while Iarossi and Clarke (2011) showed that energy supply was considered as the number one challenge amongst businesses in Nigeria Adebayo (2005) studied the relationship between environmental factors and business strategy finding a good reason to recommend the establishment of a separate ‘strategy and corporate affairs unit’ charged with the responsibility of monitoring the environment so as to properly align company activities with the former. He considered all the environmental factors of economic, technological, socio-cultural and politico-legal without any empirical linkage. We concentrate on the economic environment and employ parametric analysis for empirical linkage. Other researchers have either linked two or more environmental factors with one another (Idris, 2008) or explore the relationship between one or more environmental variable(s) with the general performance of an economy (Gunu, 2008; Enu & Havi, 2014; and Gado and Ezie, 2014).

Kwaghe, (2011) agrees that “although there is now a consensus on the importance of the environment, there is still much disagreement about which features of the environment are most important”. With the interrelationship between businesses especially in this age of increasing use of sub-contracting, the environment of business affect all organizations. Akinyele et al (2014) found out that inter-industry marketing relationship significantly affect the development of company production capabilities. Shah and Yadav (2014: 37) studied the impact of the Cultural environment on international business performance and came to the conclusion that “as important as culture is, it is probably less important than economic, political and legal systems in explaining differential economic growth between nations, We

should not overemphasize their importance in economic spheres”. Taking a cue from this finding, we concentrate on the economic environment to learn more about its impact on the performance of 20 most capitalized companies in Nigerian. Conceptual Framing Traditionally, the external business environment was viewed as uncontrollable so that organizations seeking success had to device means of coping with this environment (Aladejare, 2013). This view is still useful today with the added knowledge that organizations can proactively shape their environment through their collective behavior. The usefulness of the external environment is in the fact that companies should be conversant with their environment by periodically scanning or analyzing it to identify & both driving forces and threatening factors. This prepares them to garner their internal factors (within their control) to take advantage of the driving forces and also to shield themselves from the threatening factors. This exercise has been described by the acronym SWOT (Strength, Weaknesses, Opportunities, and threats) analysis or strategic group mapping (Gado & Ezie, 2014). Taking a look at the business environment is, therefore, like considering the cost of a building before embarking on it lest after starting one finds that the cost is too much and the building is not completed, (Adapa, 2013). People pass by such building and mock the owner for starting something he could not complete. It is also like a country going to war with another county and making a good assessment of its war capabilities against those of the enemy whether there is chance of winning the war (Luke 14: 28-31). Even before starting the business, a painstaking, time consuming and mind- involving business plan utilizes variables in the environment to determine the prospects of the business and assure investors of the safety of their moneys in the venture. Environmental factors such as income, employment, and cost of capital, inflation, exchange rates, technology, legal provisions, industry demand and nature of competition need to be captured in the business plan (Hisrich, Peters, and Shepherd, 2008). All the environmental variables could be br & en into four groups of Economic, Technological, Politico-legal and Socio-cultural, with each group having myriads of individual variables (Dickson, 2010). The focus of this paper is on the economic variables which comprise of Gross Domestic Product (GDP), Interest rates, Government expenditure, Inflation rate, unemployment, exchange rate, and foreign direct investment (FDI).

Unethical Behavioural Business Practices in Nigeria

One of the principal causes of unethical behavior in organizations is overly aggressive financial or business objectives. Many of these issues relate to decisions and concerns that manage have to deal with daily. This study looks at and categorizes them in to five as follows:

- a. Abusive and Intimidating Behavior
- b. Conflict of Interest
- c. Fairness and Honesty
- d. Communications, and Business Associations

They are briefly discussed:

(a) Abusive and Intimidating Behavior

This is the second most common ethical problem for employees. These concepts can mean anything from physical threats, false accusations, being annoying, profanity, insults, yelling, harshness, ignoring someone, to unreasonableness; and the meaning of these words can differ by person. Abusive behavior can be placed on a continuum from a minor distraction to a disruption of the workplace, and it is often difficult to assess and manage because of diversity in culture and lifestyle. For instance, if you are using words that are normal in your language but consider profanity, will it amount to insulting, abusing or disrespecting than?

b) Conflict of Interest

This is the most common ethical issue identified by employees, and it exists when a person must choose what to advance his or her own personal interest or those of others. For instance, a manager in a corporation is supposed to ensure that the company is profitable so that its stockholders receive a return on their investment. In other words, the manager has a responsibility to investors. If he instead makes a decision that gives him more power or money, but does not help the company, then he has a conflict of interest- he is acting to benefit himself at the expense of his company and is not fulfilling his responsibilities as an employee. To avoid conflict of interest, employees must be able to separate their personal financial interest from their business deals. As mentioned earlier, it is considered improper to give or accept bribes — payments, gifts, or special favour intended to influence the outcome of a decision. A bribe is a conflict of interest because it benefits an individual at the expense of an organization or society. Companies that do business overseas should be aware that bribes are a significant issue and are, in fact, illegal in many countries. For example, three former executives of Korea went to jail in Seoul after being convicted of using bribes to win orders for computer parts. (<http://online.wsj.com>,20-04).

While bribery is an increasing issue in many countries, it is more prevalent in some countries than others. Although illegal in Nigeria it is overwhelmingly the normal practice in virtually all organizations private and public.

Fairness and Honesty

These are at the heart of business ethics, and relate to the general values of managers. At a minimum, business persons are expected to follow all applicable laws and regulations. But beyond obeying the law; they are expected not to harm customers, employees, clients, or competitors knowingly through deception, misrepresentation, coercion or discrimination. Honesty and fairness can relate to how the employees use the resources of the organization. More than two-thirds of employees have taken office supplies from work to use for matters unrelated to their jobs. Employees should be aware of policies on taking items and recognize how these decisions relate to ethical behavior. One aspect of fairness relates to competition. Although numerous laws have been passed to foster competition and monopolistic practices illegal, companies sometimes gain control over markets by using questionable practices that harm competition. Bullying can also occur between companies that are intense competitors. Another aspect of fairness relates to disclosure of potential harm caused by product use. Mitsubishi Motors, a well-known Japanese automaker, faced criminal charges and negative publicity after executives admitted that the company had systematically covered up customer complaints about tens of thousands of defective automobiles over a 20-year period. They allegedly made the cover-up in order to avoid expensive and embarrassing product recalls, (Kageyama, 2000). Dishonesty is not found only in business, however. A survey of nearly 25,000 high school students revealed that 62 percent of the students admitted to cheating on an exam at least once; 35 percent confessed to copying documents from the Internet, 27 percent admitted to shoplifting, and 23 percent owned up to cheating in order to win in sports, (Josephson, 2004). If today's students are tomorrow's leaders, there is the likelihood of a correlation between acceptable behaviour today and tomorrow.

Communication

This is another area in which ethical concerns may arise. False and misleading advertising, as well as deceptive personal-selling tactics, anger consumers and can lead to failure of a business. Truthfulness about product safety and quality are also important to consumers. Also, some companies fail to provide enough information for consumers about differences or similarities between products. For example, driven by high prices for medicines, many

consumers are turning to Canadian, Mexican and overseas Internet sources for tugs to treat a variety of illnesses and conditions. However, research suggests that a significant percentage of these imported pharmaceuticals may not actually contain the labeled drug, and the counterfeit drugs could even be harmful to those who take them, (Harris and Davey, 2004).

Business Relationships

The behavior of business persons toward customers, suppliers, and others in their workplace may also generate ethical concerns. Ethical behavior within a business involves keeping company secrets, meeting obligations and responsibilities, and avoiding undue pressures that may force others to act unethically. Managers, in particular, because of the authority of their position, have the opportunity to influence employees' actions. For example, a manager might influence employees to use pirated computer software to save costs. The use of illegal software puts the employee and the company at legal risk, but the employee may feel pressured to do so by their superior's authority. The National Business Ethics Survey found that employees who feel pressure to compromise ethical standards view top and middle managers as the greatest source of such pressure.

Advancing Ethical Behaviour in Nigerian Business Practices

Codes of ethics, policies on ethics, and ethics training programs advance ethical behavior because they prescribe which activities are acceptable and which are not, and they limit the opportunity for misconduct by providing punishments for violations of rules and standards. According to the National Business Ethics Survey (NBES), employees in organizations that have written standards of conduct, ethics training, ethics offices or hotlines, and systems for anonymous reporting of misconduct are more likely to report misconduct when they observe it. The survey also found that such programs are associated with higher employee perceptions that they will be held accountable for ethical infractions, (<http://www.ethics.org>, 2008). The enforcement of such codes and policies through rewards and punishments increases the acceptance of ethical standards by employees. One of the most important components of an ethics program is a means through which employees can report observed misconduct anonymously. The NBES found that although employees are increasingly reporting illegal and activities they observe in the workplace, 54 of surveyed employees indicated they are unwilling to report misconduct because they fear that no corrective action will be taken, or that their report will not remain confidential. Lack of anonymous reporting mechanisms may encourage whistle blowing, which occurs when an employee exposes an employer's wrongdoing to outsiders, such as the media or government regulatory agencies.

Research Hypotheses

H₀₁: Global marketing does not positively impact on Nigeria Business practices

H₀₂: Global marketing does not positively impact on Nigerians ability to market to all most all countries in the world.

H₀₃: Global marketing does not positively impact on success in the market place

H₀₄: Activities of Global marketing companies in Nigeria does not enhance increased availability of goods and services.

Research Methodology

This study collected data from a randomly generated sample of Nigerian Global Marketing Companies situated in Lagos, chosen for the fact that it has the highest concentration of Global marketing companies in Nigeria: A total of 258 respondents were contacted over a four-week study period. Of the 258 respondents contacted, 150 participated in the study, resulting to a response rate of 63 percent with a solid confirmation within literature that a

response rate that exceeds 30 percent is a good and acceptable level when the research is survey questionnaire based (Moser and Kalton, 1971) Out of the 150 respondents, 108 (72 percent) were male while 42 (28 percent) were female. In terms of respondents' age, 10.7 and 40.0 percent of the respondents were within the age bracket of 15-20 and 20-40, respectively, while 34.0 and 13.5 percent were within the age bracket 40-50 and 50-60 respectively. Only 1.9 percent of the respondents were 60years and above. In terms of respondents educational level, respondents with SSCE/WAEC and OND/other diplomas qualifications respectively reported 6.02 and 5.56 while respondents with FSLC reported the lowest frequency (3.70 percent).

Research Instrument and Survey Administration

Based on the quantitative and exploratory nature of this study, a scientifically developed questionnaire was used in generating data. The adopted 24-scale items were preliminarily tested on a small fraction of the respondents well experienced in global marketing activities to ensure that the wordings of the adopted scale can easily be apprehended by the respondents. After the preliminary validation test, the modified questionnaire was self-administered to the participants in line with the strict rules of random sampling approach.

Results

Data were subjected to Spearman's rank correlation analysis. In the first Hypothesis, the Spearman's rho is 0.725*** and a probability of 0.00. This reveals that our hypothesized relationship is not accepted. Therefore Global Marketing positively impact on Nigeria business practices.

The second hypothesis, shows that Spearman's rank correlation coefficient rho 0.716 and probability of 0.00 revealing a significant level of the correlation coefficient which implies that Global marketing positively impact on Nigerias ability to market to almost all countries in the world.

In the third Hypothesis, the Spearman's rho is 0.660** and probability is 0.000. It means that Global marketing positively impact on success in global market place.

Finally, the fourth Hypothesis, reveals that Spearman's rho is 0.75** and a probability of 0.000 meaning that activities of global marketing companies enhance increase availability of goods and services.

Discussions

This study appraised and identified global marketing mix elements of product, price, promotion and place. It reveals that the above- mentioned Findard "Four P's" of global marketing mix elements if effectively and properly manipulated, can give the "global marketing companies involved" a huge success in the global market place. The study also found out that the business activities of the global marketing companies in Nigeria makes possible the increased availability of goods and services and boost the Nigeria's economy (business activities) positively. However, the study further examined some constraints affecting the smooth operations of global marketing companies in Nigeria such as differences in consumer's needs, preferences, usage patterns and wants, differences in competitive environment, differences in the infrastructure development and differences in product distribution/placement etc.

Conclusion

This paper examined global marketing and its impact on the business practices in Nigeria .It is worthy to note in this study that the various global marketing elements; of product, price,

promotion and if effectively, efficiently and properly manipulated can give the Nigerian global company a huge success in the global market place.

Recommendations

Based on the analysis so far made in this study, the following recommendations have been made: marketing companies should embark on the marketing research to identify the actual needs, preferences, usage patterns and the wants of the prospective consumers in the host country.

1. Global marketing companies should carry out effective test marketing of product/ services in some geographical areas in Nigeria based on the outcomes organization's marketing research.
2. Government should give tax relief/holiday and provide industrial layout with required infrastructure to encourage the presence of the global marketing companies in order to boost business activities in Nigeria.
3. Global marketing Companies should employ experts in the field of marketing to develop effective and efficient techniques of logistics, product /service placement and product distribution channels etc.
4. Government of the host Country (Nigeria) should formulate the economic policies that will encourage the presence of global marketing companies to boost business activities in the Country recommendations
5. Business owners and practitioners should from time to time conduct seminars and workshops to the workers and all the stakeholders of their organizations. The seminars and workshops will be designed in such a way as to emphasize the negative effect of unethical conduct and practices in organizations.

Government should enact law that is centered at punishing any person or group of persons who engage in unethical practices in the conduct of their businesses.

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Appendix

Correlation Analysis showing association between Global Marketing and Business Practices

Correlations

Type Variable 1 Statistics	Global Marketing	Business Practices
Spearman's rho	1.000	.725***
Global Marketing		.000
N	150	150
Business Practices	.725***	1.000
Correlation Coefficient	.000	
Sig (2-tailed)	150	150
N		

**Correlation is significant at 0.01 level (2-tailed)

Correlation Analysis showing association between Global Marketing and Ability to Market to all Countries

Correlation

Type Variable 1 Statistics	Global Marketing	Ability to Market to all Countries
Spearman's rho	1.000	.725***
Global Marketing		.000
N	150	150
Ability to market to all Countries	.725***	1.000
Correlation Coefficient	.000	
Sig (2-tailed)	150	150
N		

**Correlation is significant at the 0.01 level (2-tailed)

Correlation Analysis Showing the association between Global Marketing and Success in Global Market place

Correlation

Type	Variable 1	Statistics	Global Marketing	Success in Global Market Place
Spearman's rho	Global Marketing	Correlation Coefficient	1.000	.660***
		Sig (2-tailed)		.000
		N	150	150
Success in Global Market place		Correlation Coefficient	.660***	1.000
		Sig (2-tailed)	.000	
		N	150	150

**Correlation is significant at 0.01 level (2-tailed)

Correlation Analysis showing association between Global Marketing and Ability to Market to all Countries

Correlation

Type Variable 1 Statistics			Global Marketing Companies Activities	Increased Availability of Goods and Services
Spearman's rho	Global Marketing Companies Activities	Correlation Coefficient Sig (2-tailed)	1.000	.875***
		N	150	.000
				150
Increased Availability of Goods and Services	Correlation Coefficient		.875***	1.000
	N		.000	150
			150	150

**Correlation is significant at the 0.01 level (2-tailed)